WHAT IS CLAIMED IS:

1. In a digital wireless telecommunications network, a method comprising the steps of:

receiving a voice call from a user of a cell phone;

conducting a voice conversation with the user of the cell phone; and

while maintaining the voice call with the user of the cell phone, downloading content to the cell phone for display on a display screen of the cell phone.

2. The method as recited in claim 1, wherein the content is a web page from a web server on the Internet.

3. The method as recited in claim 1, further comprising the step of:

placing the voice call in an on hold status, wherein the downloading step is performed while the voice call is in the on hold status.

4. The method as recited in claim 2, wherein the web page is downloaded to the cell phone from the web server after being converted into a wireless application protocol format by a gateway coupling the Internet to the digital wireless telecommunications network.

5. The method as recited in claim 4, wherein the html of the web page is converted into wireless markup language by the gateway.

6. The method as recited in claim 3, wherein after the voice call is placed in an on hold status, a voice message is played to the user via the cell phone requesting the user to select the download of the content.

7. The method as recited in claim 1, wherein the downloading step further comprises the step of using caller ID pertaining to the cell phone to select a particular content to download to the cell phone.

8. The method as recited in claim 1, wherein the voice call and the download of the content are performed in parallel over a connection between the cell phone and the network using a packet switched protocol.

9. The method as recited in claim 3, further comprising the step of:

discontinuing the downloading of the content when the on hold status is discontinued.

10. A computer program product adaptable for storage on a computer readable medium, the computer program product comprising the program steps of:

receiving a voice call from a user of a cell phone;

conducting a voice conversation with the user of the cell phone; and

in parallel with maintaining the voice call with the user of the cell phone, downloading content to the cell phone for display on a display screen of the cell phone.

11. The computer program product as recited in claim 10, wherein the content is a web page from a web server on the Internet.

12. The computer program product as recited in claim 11, further comprising the program step of:

placing the voice call in an on hold status, wherein the downloading program step is performed while the voice call is in the on hold status.

13. The computer program product as recited in claim 12, wherein after the voice call is placed in an on hold status, a voice message is played to the cell phone requesting the user to authorize the download of the content.

14. The computer program product as recited in claim 12, wherein the downloading program step further comprises the program step of using caller ID pertaining to the cell phone to select a particular content to download to the cell phone.

15. The computer program product as recited in claim 12, further comprising the program step of:

discontinuing the downloading of the content when the on hold status is discontinued.

16. An information handling system comprising:

a database storing html code for displaying a web page on a web enabled phone;

a switch for coupling to a telecommunications network and for connecting an extension to a cell phone over the telecommunications network; and

an application server for downloading the web page to the web enabled phone in parallel with a voice conversation occurring between the extension and the cell phone.

17. The system as recited in claim 16, further comprising:

a gateway coupled between the application server and the telecommunications network for converting the html code of the web page to wireless markup language so that the web page can be displayed on a display screen of the web enabled phone.

18. The system as recited in claim 17, wherein the telecommunications network between the cell phone and the switch comprises a bearer wireless network and a public switched telephone network.

19. The system as recited in claim 18, wherein the gateway is coupled to the cell phone via the bearer wireless network.

20. The system as recited in claim 19, wherein the telecommunications network is packet switched permitting parallel downloads.

21. A telecommunications network comprising:

a digital wireless network;

a web enabled telephone;

a switch;

a public switched telephone network coupled to the switch and to the digital wireless network;

a telephone device coupled to the switch;

circuitry for creating a voice connection between the web enabled telephone and the telephone device via the digital wireless network, public switched telephone network, and the switch; and

an application server for downloading content to the web enabled telephone in parallel with occurrence of the voice connection.

22. The network as recited in claim 21, wherein the content is a web page formatted for display on a display screen of the web enabled telephone.

23. The network as recited in claim 22, further comprising:

a wireless application protocol gateway for converting html code of the web page received from the application server into wireless markup language for transmission to the web enabled telephone over the digital wireless network.

24. The network as recited in claim 23, further comprising circuitry for downloading the content to the web enabled telephone when the web enabled telephone is placed in an on hold state by the telephone device.

25. The network as recited in claim 21, wherein the web enabled telephone is displaying the content simultaneously with the voice connection.